

**ORDER**

**Orders**  
**Order / Rev:** 1601592  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 10/18/16 - 11/08/16  
**Original Date / Rev:** 10/17/16 / 10/18/16  
**Order Type:** Political

**WSFA**

**Primary AE:** Kerry Morrison  
**Sales Office:** WSFA  
**Sales Region:** Local

**Agency Name:** Strategic Media Services..  
**Buying Contact:**  
**Billing Contact:**  
 1911 North Ft Myer Drive  
 Arlington, VA 22209

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Cavanaugh, Twinkle/R/Alabama f  
**Demographic:** A18+  
**Product Codes:** PL570  
**Priority:** P 4  
**Revenue Codes:** Agency, Political, Pol-Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	94	\$16,725.00	\$14,216.25
10/31/16	11/06/16	12	\$2,115.00	\$1,797.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	94	\$16,725.00	\$14,216.25	0.00
November 2016	12	\$2,115.00	\$1,797.75	0.00
<b>Totals</b>	<b>106</b>	<b>\$18,840.00</b>	<b>\$16,014.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kerry Morrison			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSFA	10/18/16	11/06/16	Today in Alabama 5am	Comm	5-530a	MTWTF--	:30	1	\$100.00	P 4	0.00	NM	10	\$1,000.00
				Today in Alabama 5am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--		4				\$100.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		5				\$100.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		1				\$100.00		0.00			
N 2	WSFA	10/18/16	11/06/16	Today in Alabama 530a	Comm	528am-6am	MTWTF--	:30	1	\$110.00	P 4	0.00	NM	10	\$1,100.00
				Today in Alabama 530a		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--		4				\$110.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		5				\$110.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		1				\$110.00		0.00			
N 3	WSFA	10/18/16	11/06/16	Today In Alabama	Comm	6a-7a	MTWTF--	:30	1	\$200.00	P 4	0.00	NM	10	\$2,000.00
				Today In Alabama											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--		4				\$200.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		5				\$200.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		1				\$200.00		0.00			
N 4	WSFA	10/18/16	11/06/16	NET NBC Today Show	Comm	7-9am	MTWTF--	:30	1	\$95.00	P 4	0.00	NM	20	\$1,900.00
				NBC Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--		8				\$95.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		10				\$95.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		2				\$95.00		0.00			

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Flight Dates: 10/18/16 - 11/08/16

Advertiser: POL/Cavanaugh, Twinkle/R/Alabama PS  
Product Desc:  
Estimate:

WSFA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WSFA	10/18/16	11/06/16	WSFA 12 News at NoonComm WSFA 12 News at Noon		12-1230pm	MTWTF--	:30	1	\$100.00	P 4	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--					4	\$100.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$100.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					1	\$100.00		0.00			
N 6	WSFA	10/18/16	11/06/16	WSFA 12 News at Five Comm WSFA 12 News at Five		5-530pm	MTWTF--	:30	1	\$185.00	P 4	0.00	NM	10	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--					4	\$185.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$185.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					1	\$185.00		0.00			
N 7	WSFA	10/18/16	11/06/16	NET NBC Nightly News Comm NBC Nightly News		530-6pm	MTWTF--	:30	1	\$250.00	P 4	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--					4	\$250.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$250.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					1	\$250.00		0.00			
N 8	WSFA	10/18/16	11/06/16	WSFA 12 News at Six - 6pm WSFA 12 News at Six - MF		6-630pm	MTWTF--	:30	1	\$350.00	P 4	0.00	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--					4	\$350.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$350.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					1	\$350.00		0.00			
N 9	WSFA	10/18/16	11/06/16	WSFA 12 News at Ten - 10pm WSFA 12 News at Ten - MF		10-1035pm	MTWTF--	:30	1	\$300.00	P 4	0.00	NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--					4	\$300.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$300.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					1	\$300.00		0.00			
N 10	WSFA	10/18/16	11/06/16	NET NBC Meet The Press NBC Meet The Press		7-1030am (8:00 AM-9:00 AM)	-----S	:30	1	\$30.00	P 4	0.00	NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S					1	\$30.00		0.00			
		Week: 10/24/16	10/30/16	-----S					1	\$30.00		0.00			
		Week: 10/31/16	11/06/16	-----S					1	\$30.00		0.00			
N 11	WSFA	10/18/16	11/06/16	WSFA 12 News at 10p - 10pm WSFA 12 News at Ten - Sun		10-1030pm	-----S	:30	1	\$300.00	P 4	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S					1	\$300.00		0.00			
		Week: 10/24/16	10/30/16	-----S					1	\$300.00		0.00			
		Week: 10/31/16	11/06/16	-----S					1	\$300.00		0.00			
													Totals	106	\$18,840.00